

YOUR WEEK IN CHINA'S CAPITAL

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# BEIJING TODAY

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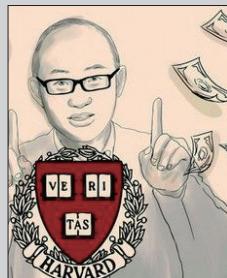
## E-commerce Battle Comes to Countryside

Tmall, JD and Suning are looking to China's countryside to fuel their expansion. **Page 4**



## China's Alumni Forget Their Schools

Massive cash gifts to foreign schools have China's colleges feeling left out. **Page 5**



## Germany Shares its Comic Art

The touring exhibition Comics Manga & Co has come to Beijing. **Page 7**



## Who Owns 11.11?

November 11 is Single's Day, China's biggest day of the year for e-commerce platforms.

With the date fast approaching, Taobao's attempt to lay claim to the Double Eleven trademark threatens to disrupt the season's sales. **Page 3**

## Top Sexologist Forced to Step Down for Failing to Get Fapiao from Sex Workers

BY YANG XIN

Pan Suiming, China's leading sexologist and the former director of the Institute of Sexuality and Gender at Renmin University, was demoted and forced to retire for failing to submit invoices for payments he made to the sex workers he interviewed in his work.

As China's foremost sexologist, Pan and his team spent 12 years visiting 23 red-light districts and interviewing 1,132 sex workers, 239 procuresses and 212 pimps. The results of his study were published in "Existence and Absurdness," an in-depth report of China's underground sex industry in 1999.

In an interview with *The Paper* in 2011,



Pan said the sex workers would not consent to being interviewed without payments. "Apart from paying them to participate, I also had to accompany them to go shopping, see a doctor and even play cards during holidays and festivals," Pan said.

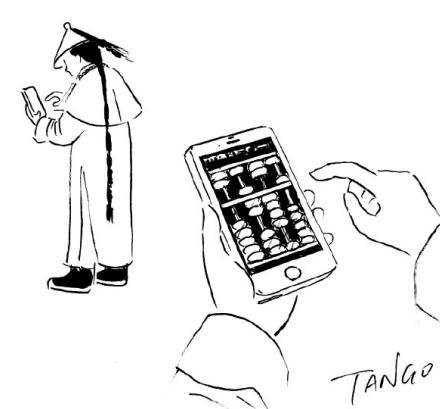
The exchange put Pan's work in a legal

gray area, making it impossible to request invoices for payment or copies of ID cards, as is standard in other research.

"Pan's work was a purely scientific project which offered valuable information. There is no reason he should be forced to pay for the existence of a hole in state laws and regulations," wrote Mao Kaiyun, editor-in-chief of the *Yinbin Evening Paper*. "Isn't this just discrimination against China's sexology scholars?"

Mao urged the state's auditing department to disclose the evidence they used to support firing Pan only one year from retirement.

Regulators have been on a crusade to rein in those who abuse government funds in their research for much of the year. ■



Comics by Tango (@tango2010)



# Hanfu Turns Heads on Nanjing Campus

BY SHU PENGQIAN

**W**ang Tingting, a student in the School of Economics and Management at Nanjing University of Technology, is drawing weird looks with her attempt to revive China's ancient costume.

The sophomore has been wearing Hanfu, the clothing of the Han Dynasty (202 BC-AD 220), to school every day this semester.

"I've been obsessed with Hanfu since I was in primary school," Wang said. After entering university, Wang began

focusing her studies on Han history and culture. After watching several videos online she decided to start wearing the traditional clothes.

"In one of my oral English classes the teacher was talking about cultural costumes. Some of my classmates suggested I wear my Hanfu to the next class and give a small lesson," she said. Since then, Hanfu has been her primary clothing.

Wang established a school Hanfu Association as part of her effort. It cur-



Many people who wear Hanfu are just looking for attention.

Photo by Tencent.com

rently has 70 members.

"I don't require the members to wear Hanfu every day, but they do have to dress up and participate on traditional holidays like the Mid-Autumn Festival and Double-Nine Festival," she said.

While her Hanfu has won some applause, Wang's effort has also drawn plenty of criticism.

"In modern society, how does it make any sense to wear something as inconvenient as Hanfu?" several commentators said

online. Others suspect Wang is just seeking Internet fame by sharing her pictures.

"The fact is that few Chinese are even aware of Hanfu," Wang said. On several occasions, people have mistaken her costume for the Japanese kimono. "At first it used to make me angry, but now I tend not to react to the criticism," she said.

Wang said she hopes to find a job that will allow her opportunities to promote traditional culture after graduating in 2017. ■

## Winter Swimmer Drowns to Rescue Three

BY SHU PENGQIAN

**I**n order to save three drowning men, Chen Zhonggui courageously jumped in the water. The selfless act cost him his life when the 64-year-old sank shortly after the rescue.

A 100-man search party spent more than 85 hours searching for Chen's body, which drifted downriver until found by a wrecking crew.

Chen was a member of a winter swimming team in Wuhan, Hubei province. The team volunteers at the non-governmental Life and Sunshine Rescue Center during its off-season. Cai Chongqing, cap-



Photo by RMZXB

tain of the team, said members would stand guard to rescue people who fell into the Yangtze River.

On the night of his death, Chen swam the river three times to rescue a group

of men who had fallen in. After rescuing the third man, Chen succumbed to fatigue and was pulled underwater by the river's current.

"I don't object to his effort to rescue them, but I wish he cared more for his own life," said Chen Si, his son. Chen's teammates also expressed regret over his death and fury over the three survivor's alleged indifference.

When police arrived on the scene, Chen's teammates asked the men to stay and give a statement. The three attempted to flee immediately, the teammates said.

"We've done this job for many years and never asked for anything. They should at least say thanks," Cai said.

One of the survivors said they were not attempting to flee, only to find a place where they could change into dry clothes.

Many residents in Wuhan have been placing wreaths by the part of the river that Chen was guarding. Police offered to help Chen's surviving family members apply for Chen to be granted an honorary title. ■

## Middle-Aged Mom Attempts to Fake Hukou for Love

BY LYNNE WANG

**W**ith middle-aged men showing a preference for increasingly young brides, many of China's leftover women and divorcees are finding it harder than ever to hook up.

Last month, a woman surnamed Zhang went to a police station in Ningjin, Shandong province and asked the officer to help her apply for a hukou. Zhang said she had never been issued a hukou because she had lived in a village her entire life.

"I noticed something was off as soon as I checked over her application materials," said Mu Xinbin, the officer in charge of household registration. "Zhang said she was born in 1990, but she looked middle-aged."

Mu and his colleagues at the station investigated Zhang and learned that she had already been issued a hukou in her village. All the information was the same except for her age, which Zhang attempted to revise from 37 to 25, Mu said.

Born in 1977, Zhang is a mother of a 10-year-old girl. Earlier this year, she divorced her husband of 10 years and gave him custody over their daughter. Zhang moved to Jinan, the capital of Shandong, in hopes of starting a new life with her 26-year-old lover.

"I told him that I was born in 1990 the first time we met. I never imagined our relationship would progress to the point of marriage," Zhang said. "I was afraid that his family wouldn't accept our age gap, so I tried to turn manufacture evidence to back up my story."

*Southern Metropolis Daily* said Zhang is an example of how many Chinese women lack confidence in their romantic relationships. Compared to their male counterparts, women often depend on make-up and evasive language to interact with their partners, the paper said. ■



Stray dogs are a serious danger in the countryside.

Photo by CFP

related to dog ownership in many cities, rural areas remain largely unregulated.

"The most important thing is to properly execute the regulations and to make sure animal owners are conscious of their legal responsibilities," Zhang said. ■

## Wandering Dogs Kill Student in Anhui

BY SHU PENGQIAN

**X**iao Qiang (pseudonym), a fifth grade student in Guzhen County, Anhui province was killed by three stray dogs while walking to school with his classmate Xiao Li (pseudonym) on October 29.

"The two dogs suddenly pounced on him and dragged him into the woods," Xiao Li said. He ran to get help, but one of the dogs chased him and bit his arm. Li began striking it in the head with an umbrella until it let go.

By the time villagers arrived, Xiao Qiang had already been killed. "The dogs were still lying next to his body when we arrived," said a villager who refused to be named.

Police said they fired more than 50 bullets to kill the three dogs. One was an Alas-

kan Malamute that measured 1.1 meters long and weighed 40 kilograms. The other two were Great Danes, each 1.4 meters long and weighing nearly 75 kilograms.

The dogs' owner, a man surnamed Tian, turned himself in to the police. He said he kept the dogs to guard his chicken farm.

"Usually they are locked in a room and watched by Ding (an employee)," Tian said. "I have no idea how they got off the farm."

Tian and Ding have been arrested and their arraignment is pending.

Zhang Ya, a lawyer at the Luzhou Law Office, said China's General Provisions of Civil Law state that owners must bear responsibility when their animals injure another. While there are more detailed laws

# Alibaba Lays Claim to Trademark on '11.11'



Photo by bidnessetc.com

BY LYNNE WANG

**S**hoppers are waiting in anticipation of November 11, China's so-called Single's Day when e-vendors roll out the year's steepest discounts.

But this year, popular online merchant JD received a legal notice from Alibaba warning that the company had registered "Double Eleven" as a trademark and demanding it refrain from using the term in its advertising.

The use of "Double Eleven" as a holiday for singles dates back to the early 1990s. In the last two years, it has swept past the National Day Holiday and Spring Festival to become China's single most important shopping event.

Alibaba's Tmall division first made use of the holiday in 2009, when the platform's vendors were called on to offer steep discounts. Tmall moved 50 million yuan of merchandise on the first Double Eleven

sale, with that figure swelling to more than 35 billion yuan last year.

Suning, Guomei, Dang-dang and JD have all held similar campaigns during the last four years, making the holiday a Web-wide sale similar to Cyber Monday in the US.

"The primary concern of Alibaba is to stabilize its leadership in this lucrative strategy," said Li Lin, a reporter for the *Economic Observer*. "During last year's 'Double Eleven' sale, nearly a third of the nation visited sites operated by Alibaba."

Alibaba's announcement is problematic for e-commerce firms who are poised to launch promotion campaigns for November 11.

"Its Alibaba's action goes against the open spirit of the Internet and fair competition. It's attempting to use the law to support a monopoly on a day. That would harm consumers' benefits by limiting their right to know and their freedom to select," JD said in an official statement.

Suning, another influential e-commerce platform that specializes in household appliances, said the success of Double Eleven has been due to the efforts of all e-vendors and consumers rather than Alibaba alone.

Furthermore, given the last four years of use, the trademark on "Double Eleven" may be too diluted to stand up in court, the *Yangcheng Evening News* said in an editorial.

"The term USB flash drive was initially a trademark of Langke. They lost it because they did not actively prevent the term's adoption by other firms," it said.

It's also questionable whether a calendar date can be trademarked. Other e-commerce platforms can appeal for the government to nullify the brand, said You Yunting, an intellectual property lawyer.

"But that process may take a long time. Even as much as two to three years," You said. ■

## Diaosi Report Hits Home With Young Workers

BY YANG XIN

**A**n investigation into the living conditions of China's "diaosi" population was one of the most read reports of the last week with more than 8 million views on the day of publication.

The term, literally meaning "penis hair," was first coined in October 2010 and has become a synonym for "loser."

According to the report, Jilin was the Province of the Year for diaosi, with residents polled showing the highest "Diaosi Index." Changchun was similarly named the Diaosi City of the Year.

Nearly 74 percent of diaosi stay far away from their homes and live a frugal life. In 2014, their average monthly



Photo by CPP

income hovered at 2,918 yuan. Diaosi in Beijing earned an average 5,793 yuan.

Work occupies most of their time, with 22 percent of diaosi working overtime every day. Unwilling to spend on recreation, 54 percent of those polled said they spent only 500 yuan on travel each year. Social networking and online games were their top hobbies.

Jointly produced by the Peking Uni-

versity Marketing and Media Center and Ganji.com, a job portal, the survey makes use of data collected from Ganji.com users.

"We collected 210,000 online questionnaires for the report from participants in 50 cities," a Ganji.com employee said.

"The report really hit home with me!" said Liu Rong. Liu is an office worker who often refers to herself as a "female diaosi."

"The city is rife with young people who look glamorous from the outside but who taste extreme bitterness when they are alone," she said.

"It's worth paying attention to the way more and more young people are inclined to label themselves as diaosi," said Li Xia, a researcher at Peking University.

While some show sympathy toward diaosi, others condemn them as lazy youths who are unwilling to take control of their lives.

"Labeling yourself a diaosi is just way to blame other people for your situation. If you really want things to change, you have to fight," said Deng Xiquan, deputy director of Youth Studies at the China Youth and Children Research Center. ■

## THE WEEK IN WEIRD

STRANGE HAPPENINGS ON THE CHINESE NEWS WIRE  
BY SU DERUI

### Wuhan College Hosts Campus Brothel

The student dormitories at Wuchang Polytechnic School have a new neighbor this year: an on-campus hotel that's advertising its paid sexual services to students.

Students told police that the hotel, operated as a school facility, runs a foot-bath club and blatantly advertises its sexual services. Discounts are available for clients who show a student idea.

An investigative report by the *Beijing Times* found that the hotel is owned and operated by the brother-in-law of the school principal.

(CRI)

### Shandong Gangsters Dig Up Girls for Ghost Brides

Shandong police have arrested an 11-member gang that is charged with digging up dead girls to sell as "ghost brides."

One of the members surnamed Wang said a woman they dug up in Tianqiao, Shandong sold for 18,000 yuan to a ghost matchmaker surnamed Liu in Handan, Hebei province.

Wang said recently deceased females can fetch 20,000 yuan on the black market.

(Iqilu.com)

### 2,440 Pharmacists Caught Cheating on Exam

Some 2,440 pharmacy students and practitioners were caught cheating on the National Pharmacist Comprehensive Test in Xi'an, Shaanxi province on October 19.

Exam monitors reportedly heard radio signals that some recognized as resembling dialing tones. The 140 MHz transmission was intercepted by monitors and the cheaters were soon caught.

Cheaters will have their exam papers destroyed and will be barred from testing for the next two years.

(Beijing Times)

### Jiangsu Opens Museum of Traditional Torture

A gruesome museum in Huai'an, Jiangsu province is dedicated to showcasing the most inventive methods of inducing pain in China's ancient justice system.

More than 200 torture devices are on display together with mannequins – just in case their use isn't clear. Most devices are engineered to cut, burn, crush, bend, flay or suffocate the accused.

(Sina.com)

### Court Rejects Husband's Claim Against Lesbian Wife

A Hunan province judge granted a divorce to a man who discovered his wife was cheating on him with another woman.

The ex-husband, surnamed Liu, became suspicious when his wife began spending the night with her mahjong partner, another woman.

The court denied his claim for 20,000 yuan because China's Marriage Law only recognizes an affair as occurring between two people of opposite genders.

(Xiaoxiang Morning Post)



JD and Alibaba are trying to win support from village leaders.

Photo by CFP



Taobao's village advertisement



JD's village advertisement

Photos provided by cyzone.cn

2010 at a disadvantage. Unlike Alibaba and JD, Suning did not have an Internet background.

But the popularity of e-commerce in rural markets and Suning's brand recognition have given the company a hope to turn things around. Before the e-commerce era, Suning built numerous after-sale service points in thousands of villages and counties that can be repurposed as delivery centers.

These service points will be upgraded to village service stations where users can enjoy one-stop valet orders, digital photofinishing and electrical repair. Within five years, Suning will build 10,000 service stations covering a quarter of all villages nationwide, said Jin Ming, CEO of Suning.

"These will efficiently fill the current empty market and offer a point from which Suning can promote its brands and shopping services," said Jiang Ying, a reporter for Chinanews.com.

JD, the rising star in the arena of e-commerce, can only rely on word of mouth to further boost its brand.

The first approach JD adopted was to hold offline promotion events in more than 100 counties and villages. Using three specialized caravans, JD launched a series of lotteries and discounts.

The company is also offering its top couriers a chance to return their rural hometowns and take charge of county-level distribution. Attracted by high salaries, 145 couriers have volunteered to promote and popularize the company's e-commerce business after internal management trainings.

"Making people in the countryside familiar with the JD brand is our goal for this year," said Shen Haoyu, CEO of JD.com.

But can e-commerce really flourish in China's countryside?

"The primary obstacle is payment. Few people there have bank cards, let alone Internet banking or online payment tools," said by Liu Huafang, a business observer. "Other barriers include logistics and the education of online shoppers."

"There are loads of differences between rural and urban areas in terms of habit, education level and economic strength. The face of e-commerce in the countryside may be totally different from its current form," Liu said.

But without a successful role model, the only thing e-commerce firms can do is explore with caution. ■

# Countryside the New Battleground for E-commerce Giants

BY LYNNE WANG

**S**ince the 1950s, China has advocated a trickle-down approach to rural development. Now that theory is finding a new home in e-business.

Since earlier this year, China's top IT giants have been painting propaganda-style advertisements on village walls that put a commercial spin on Communist slogans. Some of the most ridiculous examples – "Want a better life? Log on to Taobao.com" and "Get rich by working; Live frugal with JD.com" – have drawn raised eyebrows.

## Promising Trends

After a decade of war in the country's urban centers, e-commerce giants are looking to China's 900 million rural residents to fuel their next round of expansion.

The China Internet Network Information Center reports that 178 million people in rural China use the Internet. They account for more than 28 percent of the country's netizen population.

Adoption of the Internet has helped to narrow the gap between urban and rural earnings. In 2013, rural per capita net income reached 8,896 yuan, with disposable income growing at a rate 2.3 percent faster than in urban centers,

according to a report by National Bureau of Statistics.

The acceptance of online shopping in rural areas has swelled to more than 80 percent, according to one report by Ali Research, a research company founded by Alibaba, the parent of Taobao and Tmall. "In China, e-commerce is a 180 billion yuan industry in rural areas. It's set to expand by another 460 million yuan in the next year," the institute said.

## Long-Term Strategy

After its impressive performance on the New York Stock Exchange, every decision Alibaba makes seems to grab headlines.

On October 13, Alibaba announced it would officially expand its e-commerce business to rural areas this year. The company said it will invest 10 billion yuan to build 10,000 operation centers at the county level and 100,000 service centers at the village level during the next three to five years. These centers will help local villagers to become small e-vendors of their agricultural products.

"The village is China's smallest administrative division," said Guan Jian, a reporter for *China Business News*. "If Alibaba can create a business model that works in one village, then the success will be

quickly copied by others. It could turn China's rural population into a network of experienced e-sellers."

But Alibaba may have bigger plans than merely bringing a new business model to the countryside.

Jack Ma, the CEO of Alibaba, invited more than 100 county magistrates to take part in a seminar in Hangzhou on July 3: each participant received two brochures that gave a general introduction to e-commerce.

"When you see this as connected to Alibaba's decision to add an agriculture channel on Taobao, Ma's invitation is profound," *Beijing Morning Post* wrote in an editorial.

Ma hopes to woo supporters and arrange the business environment before competitors can arrive, the paper said. The move is also a key step if the company hopes to break down barriers between urban and rural markets.

If the strategy of Alibaba is grand and ambitious, the plans its competitors Suning and JD make are practical.

Suning seems focused on developing its delivery service along "the last mile" – the point between distribution centers and customers' doorsteps.

The brick-and-mortar appliance vendor joined the e-commerce contest in

# Sparse Donations Show China's Schools Forgotten by Alumni

BY YANG XIN

**R**eal estate tycoon Pan Shiyi's \$10 million gift to Yale University has been a source of hot debate since its announcement on October 29.

Founded by Pan and his wife Zhang Xin in 2005, the SOHO China Foundation aims to donate \$100 million to the world's top schools on the condition that the funds are used to support students from China.

The couple is currently negotiating with Stanford University and Duke University to accept similar donations.

There are even more generous donors.

Tang Brothers, owner of Tang Frères Supermarket, a major point of attraction in Paris' Asian district, donated \$350 million to the Harvard School of Public Health on September 8. It was the largest single donation Harvard ever received.

Donations to top foreign schools by Chinese tycoons have been on the rise for several years. As the world's largest exporter of students, China is becoming the main source of donations to overseas educational institutions.

## Lessons from the West

According to an editorial in the *Guangming Daily*, fewer than 5 percent of China's universities have ever received donations.

Inevitably, the upswing in Chi-

nese outbound donations to schools has been stirring discussion about why China's schools are unable to attract philanthropists.

"Universities like Harvard and Yale have done a good job of cultivating relationships with businessmen," said Lu, a New York-based author. "That's something Chinese universities should look to improve as they should become better self-promoters."

One big difference between Chinese and American universities is the source of educational expenditures.

"Private universities in the US have to raise money on their own," said Rahul Chodaha, a researcher at World Education Services. "Tuition fees only amount to 40 percent of the total income."

Even public universities in the US have to seek donations. Chodaha said government support has fallen off since the financial crisis of 2007 – 2008.

Donations from the outside are essential for schools. At Harvard, all the donations are passed on to Harvard Management Company, a financing and investment company attached to the school. As of June 2013, the university has achieved a return on investment (ROI) of 13 percent on funds collected.

Most colleges and universities in the US have similar independent institutions that specialize in the management and solicitation

of donations.

The tradition of donating is a natural advantage for US universities looking for ways to survive.

"School donations can be traced back to the 19th century, when dozens of schools were first established. Harvard University was built using personal donations nearly 400 years ago," said Zhao Yunlong, director of the Advisory Committee of Experts on US-China Economic Relations at Harvard University.

The tradition has been well kept and continues to benefit universities in the US today.

Alumni are another major source of funding for US schools. In a report by the Council for Aid to Education, a quarter of all donations are attributed to alumni. More than 60 percent of the graduates of top universities donate to their schools.

Donation funds, once collected, are put under supervision of the regulatory committee in which the members are all selected from alumni associations.

But in China, few express any appreciation for their alma maters. "They can hardly identify anything their school education gave them. That might explain their lack of motivation to contribute," said Ding Yang, a commentator on Tencent.

## A Promising Future

Tang Lixin, an alumnus of Chongqing University, has been donating to the school since 2009. So far, his donations total more than 360 million yuan.

The majority of Chinese universities have set up alumni associations, and some have established foundations for social donations.

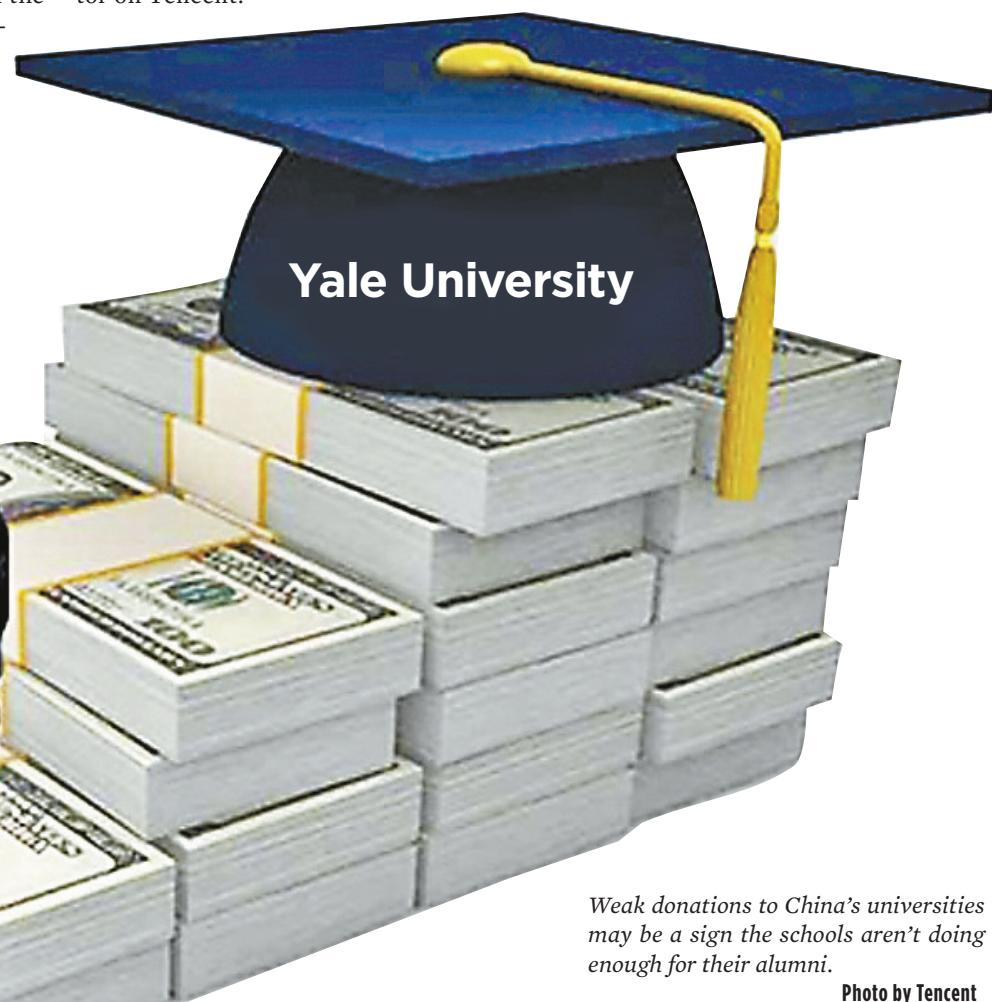
A list released by the Chinese Alumni Network shows that no fewer than 16 Chinese universities have received donations worth more than 100 million yuan. The total amount of alumni donations to Chinese universities is approaching 10 billion yuan.

Even though China's donations to high schools and universities has been low compared to many other countries, Tang's case seems a good sign and brings hope to China's education.

In May 2011, Tsinghua University took an unprecedented move by naming one of its teaching buildings after Jeanswest, a commercial clothing brand.

This disturbed many students.

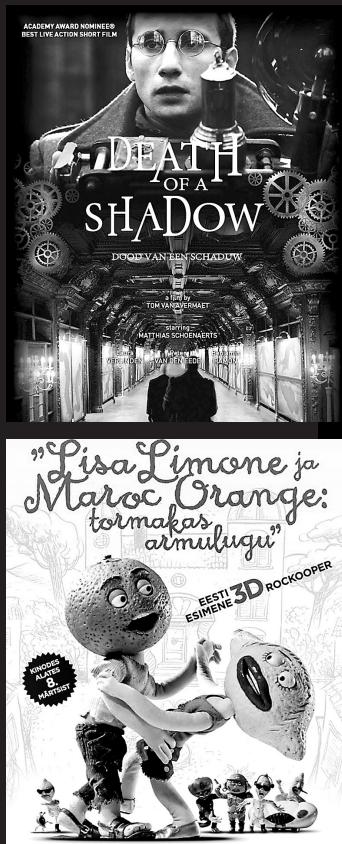
Yet one can see the effort of China's schools to diversify their sources of income. What they need now is to find a better direction for fundraising efforts. ■



Weak donations to China's universities may be a sign the schools aren't doing enough for their alumni.

Photo by Tencent

# Europe Sends Cinematic Art to the Big Screen



BY YANG XIN

**B**eijing is warming up to the idea that there's more to film than Hollywood blockbusters. On November 2, the magic of European cinema returned to Chinese screens with the opening of the EU Film Festival.

Now in its 17th year, the festival spotlights 20 acclaimed films from EU member states through February 2 at euoff.org.

This year's lineup includes features, short films, documentaries and cartoons. Among them are *Bullhead*, nominated for the Best Foreign Language Film at the 84th Academy Awards, *Liasa Limone and Maroc Orange*, the Estonian claymation musical, and *Let Us Prey*, a British horror film.

Other must-see movies include *Death of a Shadow* from Belgium, *The Maneater* from France and *Orbit Ever After* from the UK.

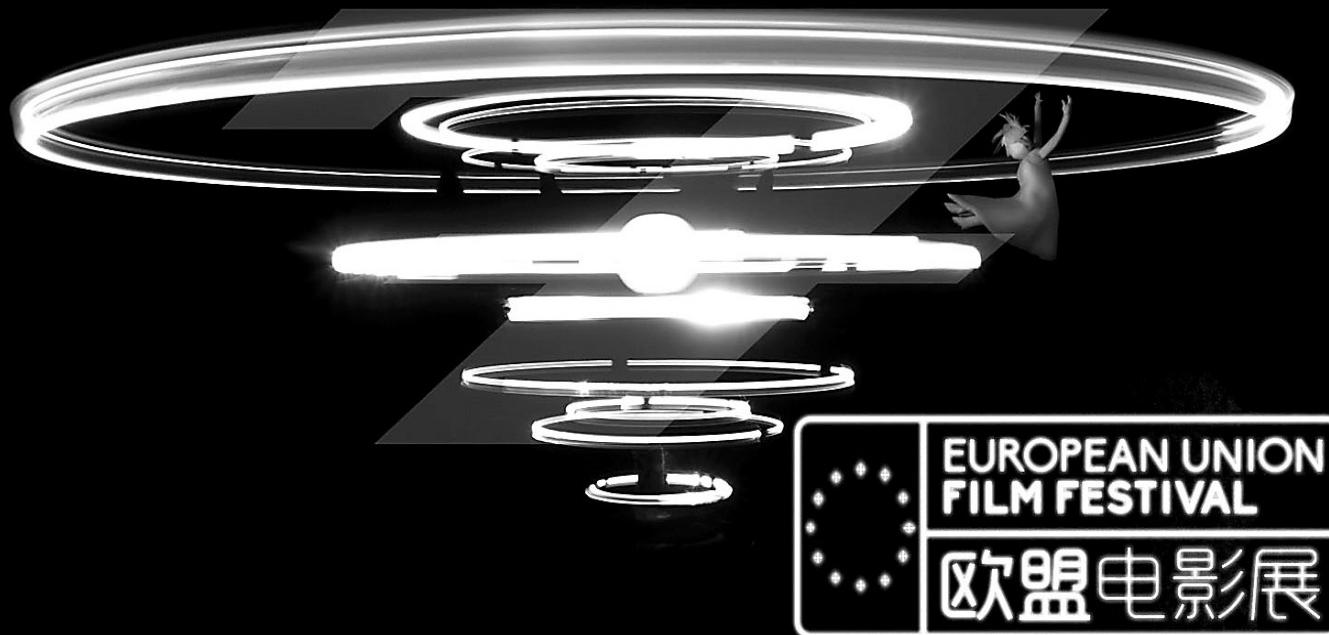
Films from the festival will be screened at

Instituto Cervantes from November 2 to 7 and at the French Cultural Center from November 8 to 15.

A limited selection will be screened at the Italian Cultural Center, the Polish Embassy and other venues from November 16 to 23.

Presented in partnership with the Embassies and Consulates of the EU's member states, the festival aims to introduce the most brilliant European filmmakers to China. British actors Liam Cunningham, Mackenzie Crook and Thomas Brodie-Sangster will meet with Chinese viewers.

Europe's top films are rarely seen in China. For EU Film Festival (EUFF), one significant goal is to offer a channel for Chinese to watch excellent movies and offer viewers the chance to get in touch with European film producers and directors. ■



Photos by the Delegation of European Union to China

## Top Danish Artist Nørgaard Presents a World Remodeled

BY YANG XIN

**O**rganized by the Danish Embassy in Beijing and sponsored by the Danish Ministry of Culture, the sculptures, graphics and films of Bjørn Nørgaard are being displayed at the Central Academy of Fine Arts through the end of this month.

Born in 1947, Nørgaard is the most important Danish artist to have emerged from the 1960s art scene. This collection showcases 100 of Nørgaard's works from the 1960s to the present day. Included is a tapestry created for the Danish queen and some of his most recent reflective and humorous works.

Throughout his career, Nørgaard has combined his sculpture with a critical discussion of contemporary and historical values which break down boundaries between high and low, religious and worldly and east and west. The artist breaks up the familiar world like pieces of a jigsaw puzzle, rebuilding it and piecing it together in new ways.

"Throughout his artistic career, Nør-



Bjørn Nørgaard's art on exhibition

gaard has created a surprising combination of works that constantly challenge convention," said Wang Huangsheng, director of the CAFA Art Museum.

Nørgaard has worked regularly in China since 2003. He has also produced several of his recent works in Chinese studios and has created monuments for public spaces such as The Little Dancer at the Guangzhou Opera House. In many ways, he is the country's unofficial art ambassador.

"The exhibition is also part of the Danish Cultural Season in China, an effort that will – over the course of the next 10 months – pave the way for new working relations between Danish and Chinese artists and art institutions," said Marianne Jelved, the Danish minister of culture. ■

### Central Academy of Fine Arts

⌚ Through November 28

📍 8 Huajiadi Nanjie, Chaoyang

🆓 Free





## 2015 NE•TIGER 'Ming Li' Haute Couture Huafu Fashion Show Begins

The 17th China Fashion Week began in Beijing on October 25 and NE•TIGER's "Ming Li" Haute Couture Huafu Fashion Show was the opening performance at the Beijing Hotel. As a top fashion brand, NE•TIGER lights the flame of Chinese clothing culture with Huafu (Chinese national dress) and invites people around the world to enter its fantastic fashion circle.

Not only inheriting the cultural essence of traditional Chinese dress, NE•TIGER also makes numerous fashionable and innovative breakthroughs.

In terms of design, the "Ming Li" series augments the Ming Dynasty's cos-

tume with popular global trends, showing beauty, dignity and luxury using China's five national colors: black, red, blue, green and yellow.

In terms of craft technique, the ancient Kesi and brocade represent legend and brilliance; the gold embroidery is a reminder of times of silk and gold; and the four great embroideries capture the essence of Eastern aesthetics. For showing respect to the classics, NE•TIGER makes use of Western three-dimensional tailoring to show off each woman's graceful form.

The brand breaks the boundaries of design with asymmetric and mantle

styles, enabling its Huafu to match the body's curve to a higher degree. The beautiful flowing Huafu conjures up images of a grand evening banquet in an imperial palace.

In this fashion show, NE•TIGER used its Chinese wedding dress series to show the changes in wedding rites throughout Chinese civilization and to reproduce the wedding-dress culture that approached perfection in the Ming Dynasty.

"The 'Ming' in 'Ming Li' represents both Ming Dynasty and the illustrious virtue of Chinese people what we should uphold," Zhang Zhifeng, NE•TIGER's founder and art director, said in an inter-

view. "As a defender and inheritor of Chinese civilization, NE•TIGER would like to promote the Chinese spirit of open mindedness, tolerance, good faith and kindness around the world!"

Since its foundation in 1982, NE•TIGER has ushered in an era of Chinese evening dresses; launched a revolution in Chinese wedding dress design; and created Huafu, a national costume that represents the spirit of the Chinese people. NE•TIGER's "Ming Li" Haute Couture Fashion Show aims to revitalize China's ritual and music culture through fashion to achieve another significant milestone in the brand's history. ■

## Dell Announces New CRS Goal for Next 5 Years

In order to align its business objectives with a legacy of social and environmental good, Dell has launched its 2020 Legacy of Good plan in Beijing.

With bold aspirations, Dell has set 21 sustainability goals related to its value chain. It will cooperate with team members from 78 countries to make them a reality by 2020.

"These goals mainly focus on the environment, communities and people," said Trisa Thompson, vice president of Dell Corporate Responsibility.

Dell is determined to recover 2 billion pounds of used electronics. It will expand its infrastructure and push for development in developing countries, continue its successful programs, promote the benefits of its Asset

Resale and Recovery services and offer trade-in programs.

"We think energy efficiency is more meaningful than saving money on wasted kilowatts," Thompson said.

She said Dell will adopt four strategies for its environmental goals – focusing on how all the components work together, managing the process across the long-haul, applying the approach to new products and acquisitions, and maintaining its commitment to certifications like Energy Star.

The company will also assign 75 percent of its team members to provide 5 million hours of community service each year. "We'll strengthen local leadership teams to bring programs to life around the world and

create virtual volunteer opportunities for the approximately 20 percent of team members working in a flexible capacity," she said.

Dell will also apply its expertise and technology to directly aid youths in underserved communities. "We'll build on the success of current programs, such as youth learning and children's cancer care, partner with innovative nonprofits in the communities to evaluate how new Dell technology can support giving programs," she said.

The company said it would train managers to successfully lead global and virtual teams, increase participation and add employee resource groups to champion a flexible and collaborative environment. ■ (By Venus Lee)



Trisa Thompson



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